

ROBERT LINK

TARGET: STRATEGIC HUMAN RESOURCE LEADER

Professional integrity, a “big picture” focus and proven experience providing human resources leadership to all levels of an organization and in all facets of human resources, including employee benefits, classification, payroll, HRIS, training and employee development, and management of unique and sensitive human resources matters involving all levels of employees. Value proposition includes ...

University Partnerships—record of talent acquisition, retention, and team development while maintaining strategic executive relationships. Trusted advisor to UF Executives, Legal Advisors, and Employee Base. Persuasive in negotiations from department heads to C-level leadership.

Emerging Needs Solutions—expansive know-how in financial and operational analysis, process improvement, and innovation, identifying broken processes from customer care to procedural. Executive and subject matter expert implementation of Workday’s HCM suite, HR initiatives, and projects from development, marketing, and launch to support, service, and technology.

Subject Matter Expert—in legislation, laws, products, business, and employee benefits. Visionary of strategic, tactical, and long-term multi-million dollar budget planning. Transparency in driving teams, high-performance departments, employee-focused change management, and culture.

Professional Career Chronology

THE UNIVERSITY OF FINDLAY , Findlay, OH Director of Human Resources , 2004 – Present Business Manager (OVERSIGHT) , 2003 – 2016 Director of University Stores (OVERSIGHT) , 2002 – 2016	2002 – Present
ALLSTATE INSURANCE COMPANY , Senior Procurement Analyst , Northbrook, IL	1999 – 2002
SIMON PROPERTY GROUP , Assistant Research Analyst , Indianapolis, IN	1998 – 1999

Education

MBA, Organizational Leadership | 2011

SECONDARY: *Accounting | Finance*

THE UNIVERSITY OF FINDLAY, FINDLAY, OH

SPHR, Senior Professional in Human Resources | 2012

HR CERTIFICATE INSTITUTE (HRCI)

SHRM-SPC, Senior Certified Professional | 2015

SOCIETY FOR HUMAN RESOURCES MANAGEMENT (SHRM)

BS, College of Business Administration (Marketing) | 1999

BUTLER UNIVERSITY, INDIANAPOLIS, IN

Key Leadership | Affiliations | Boards | Community Involvement

ASSOCIATIONS & COMMITTEES

Society for Human Resource Management (SHRM) – 2012-Present
Active Local & State Meeting/Event/Conference Participant

College & Univ. Professional Assoc. for HR (CUPA-HR) – 2012-Present
State Chapter President Elect, President, Past-President
Active State & National Meeting/Event/Conference Participant
State and National Conference Speaker

CUPA-HR Association Leadership Program (ALP) – 2012 & 2013

Ohio Association of College Stores, Treasurer – 2002-2005

COMMUNITY VOLUNTEER LEADERSHIP



Hancock County American Red Cross – 2005-2014
Finance Committee, Executive Committee, Secretary

Junior Achievement of Northwest OH – 2005-2017
Fundraising Chair, President



United Way of Hancock County – 2011-Present
Employer Sponsor, Campaign Cabinet



Hope House – 2022- Present
Housing Services for the Homeless



THE UNIVERSITY OF FINDLAY
Additional Professional Leadership Initiatives & Footprints

University of Findlay, Findlay, OH

May 2002 - Present

▲ **Director of Human Resources (2016-Current)**

- Responsible for leadership, direction, supervision and evaluation of human capital management programs
- The Director of Human Resources serves as a university-wide executive reporting directly to the President of the institution
- Provide leadership, supervision, planning, implementation and coordination of all human resources responsibilities
- Executive sponsor and champion of university diversity, equity, inclusion and belonging initiatives.
- Work with university employees and leadership to ensure human resources goals and delivery systems meet productivity and customer needs and are in concert with the university's goals and objectives.
- Provide consultative support and aligned business needs with partnership including Cabinet Members (8 senior leaders)
- Championed and executed the HCM Launch of Workday (HCM, Time & Attendance, Payroll, Benefits, and Recruiting). Meeting budget and an aggressive 9-month launch date (top 1% of Workday go-lives).
- Budget development and management for the Human Resources Division (including Human Resources, Payroll and Student Employment).
- Championed "Invest in Our People" strategic initiative; dissected employee lifecycle; maximizing employee benefit offerings.
- Supported and led successful recruitment searches as HR liaison between Search Consultants and University Executives (President, VP Enrollment, VP Business Affairs, VP Academic Affairs, VP Advancement, CIO, and Athletic Director). Sold UF as an "employer of choice" through benefits and culture.

Allstate Insurance Company, Northbrook, IL

June 1999 – April 2002

▲ **Senior Procurement Analyst**

- Extensive procurement/strategic sourcing knowledge. Wrote and administered numerous RFI/RFP's to various Fortune 500 companies while serving a client base of over 100 people
- Responsible for the management of multiple commodities with a \$100 million plus annual spend
- Developed effective and efficient project management skills
- Implemented efficiencies to help lead my team to a cost savings of over \$9 million dollars
- Analyzed corporate spending patterns to identify cost savings opportunities
- Utilized a Strategic Sourcing Methodology to identify, analyze and select suppliers
- Develop, negotiate and manage contracts with suppliers
- Responsible for a full spectrum of commodity management, e.g.: Contract Programming, Advertising/Marketing, Interactive Marketing-Web-site design, development as well as developing process and procedures for back end supplier management
- Primary focus at time of departure was in the Interactive Marketing, Direct Marketing and Marketing areas. Instrumental in facilitating numerous high profile projects: Allstate/U.S. Olympics Salt Lake City, Allstate Arena, Direct Response TV, Ethnic Marketing Team as well as numerous interactive marketing project management, contract renewals, e.g.: Auto Trader, Yahoo, MSN, Weather.com, etc.

Simon Property Group, Indianapolis, IN

January 1998 – June 1999

▲ **Assistant Research Analyst**

- Compiled 1998 Fact Book for 250+ malls; used in strategic planning
- Created database with information on more than 800 Mall Anchor stores to improve decision making efficiency
- Conducted primary and secondary market research on competitors
- Compiled quarterly traffic counts for all Simon Properties

UNIVERSITY COMMITTEES & BOARDS

Boards: Investment Committee, Business Affairs Committee, Building & Grounds Committee, Architectural Committee, Board of Trustees

Chair, Benefit Committee, Fiduciary Committee | **Co-Chair:** 2011 Strategic Plan–Policy Procedure & Performance Implementation Team

Committee Member: Risk Management, Violence Review, Emergency Operations, Identity Theft Prevention, ADA, Student Employment, Title IX, Finance, Faculty Services Committee(ex-officio), Workplace Safety, Diversity Initiative